



14th JUNE 2021.

RE: INVITATION FOR DESIGNERS FROM BELGIUM TO PARTICIPATE IN THE 14TH EDITION OF SWAHILI FASHION WEEK & AWARDS.

Reference is made to the above subject.

Swahili Fashion Week & Awards is the biggest and the largest fashion platform in whole of Eastern and Central Africa. Since its interception in 2008 the platform has been organizing fashion editions annually bringing together fashion and accessories designers across the region and beyond and giving them opportunity and a platform to showcase their talent, market their creativity and expand their network. This year Swahili Fashion Week & Awards marks its fourteenth (14th) edition scheduled for 3rd – 5th December 2021 in Dar Es Salaam Tanzania.

Proceeding with the remarkable success for the past thirteen (13) years, Swahili Fashion Week attributes to the diverse and rapid growth of fashion industry in Tanzania, East Africa and beyond and still strives in propagating the business of fashion, growing emerging and strengthening existing fashion brands and increase the quality and standards of output by the fashion designers. Apart from the runway shows, Swahili Fashion Weeks is the first awarding platform in East Africa which acknowledges outstanding excellence of various fashion stakeholders in Tanzania, East Africa and beyond. Swahili Fashion Week Awards began since 2011 to date.

On December 9th this year, Tanzania Mainland will celebrate its 60 years of independence and Swahili Fashion Week will particularly join the celebration with the theme "*Celebrating 60 Years Of Tanzania Mainland Independence*" for this year's edition.

Since independence and throughout all government phases, Tanzania has experienced major achievements in various sectors such as infrastructures, health and education,

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tourism as well industries which all together added value and contributed in making Tanzania a lower-middle income state.

This is officially and cordially invite designers from the beautiful country of Belgium to showcase their collection in this year's edition which carries the above mentioned theme. We believe by so doing, not only that it will strengthen the good relationship existing between the two countries but also will open doors for fashion designers and stakeholders from to interact, exchange ideas in an event that bring together 1150 fashion industry stakeholders for all the three days, work together, market their creativity and identify the available opportunities in the fashion industry from both countries and together address the possible way on how the opportunities can be seized in order to prosper.

Enrolment of showcasing designers is still ongoing until the 30th June 2021. Application is done online through the registration link found on our official website www.swahilifashionweek.com.

For more inquiries and assistance hesitate not to contact our fashion coordinator Mr. Benedict Msofe through email ben@361africa.com or Mobile phone number & WhatsApp @+255 657 062061, he looks forward to assist designers in their application and take them through until their showcase.

Hoping for the pleasure of featuring designers from your good country in this edition of Swahili Fashion Week & Awards.

Yours Faithfully,

Mustafa Hassanali.
Founder/Organizer.

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